

ABSTRACT

It is possible to eliminate the blue tone in the black color display in the OCB liquid crystal display device. A liquid crystal display cell (110) includes an opposing substrate (130) having an opposing electrode (Ecom), an array substrate (120) having pixel electrodes of the respective colors (dpixR, dpixG, dpixB), a liquid crystal layer (140) arranged in a bend-arrangement and sandwiched between the opposing substrate (130) and the array substrate (120), and red, green, and blue filter layers (CF(R), CF(G), CF(B)) arranged on one of the substrates. The maximum voltage is applied when performing black color display on the display screen. At least the maximum voltage of the pixel electrode for blue color dpixB applied to the opposing electrode (Ecom) is made different from the maximum voltage of the pixel electrodes of the other colors applied to the opposing electrode (Ecom).